

Willimantic's Dollar Day

Saturday, June 25th, 1921

BEST VALUES OF THE YEAR

DOLLAR DAY

**Eastern Connecticut's
Biggest Shopping Event**

Eastern Connecticut Customers Are Now Offered Seasonable Merchandise at Saving Prices on Dollar Day Through the Co-operation of Willimantic's Live Merchants.

"Saving Prices for Seasonable Merchandise" and "Bargains as Advertised" are the slogans seventy-three Willimantic merchants have adopted for Dollar Day on Saturday, June 25th, and the buying public of Eastern Connecticut is invited to visit Willimantic that day.

LOWER PRICES HAVE ARRIVED.

That prices are lower is an established fact. Willimantic merchants are asking you, the buying public, to make Willimantic Dollar Day a day of saying farewell to high prices. Every one of the seventy-three merchants whose names appear are giving special, low prices for this day.

Come and see how far your dollar will go on this day. Many a dollar will be saved if you take advantage of the offerings advertised by the live Willimantic merchants, who aim to make this shopping event the greatest of the season.

Willimantic Dollar Day is sure to mean something to every member of every family in all of Windham, New London, and Tolland Counties, as merchants have bargains for men, women, boys, girls, and even the baby. The reduction in prices is on merchandise of quality, and the Willimantic business houses guarantee the goods they sell.

All goods are of high quality and the variety is great. The bargains offered cannot be found in large cities, that are listed in the columns of the Willimantic Dollar Day edition.

Dollar Day, although featuring the dollar, does not limit bargains to sell for more than a dollar. Articles are picked out of stock, and all sorts of combinations made to sell for a dollar. Reductions on goods valued over the dollar are offered and thus dollar day will offer a chance to secure big bargains on small articles, and to save large amounts on a variety of needs for the household and every member of the family.

**REMEMBER—
You Cannot
Afford to Miss
DOLLAR DAY
In Willimantic
Saturday,
June 25th**



**REMEMBER—
A Dollar
Saved Is a
Dollar Earned
Saturday,
June 25th**

Eastern Connecticut Customers Are Now Offered Seasonable Merchandise at Saving Prices on Dollar Day Through the Co-operation of Willimantic's Live Merchants.

ONE THING TO REMEMBER.

There is one thing the shopping public must bear in mind about the regulations of Willimantic Dollar Day, which is one thing practically all subscribers to the Dollar Day movement have adopted. This is that no mail or telephone orders will be received for the Dollar Day offerings. The reason is easily seen. The Dollar Day plan is a movement to benefit home patrons but at the same time advertise the opportunities and advantages Willimantic has for the buying public of Eastern Connecticut. Unless the people come to the city and visit the stores much of the advertising value of Dollar Day would be lost.

Moreover, many of the Dollar Day special offerings may be limited in quantity and it would not be fair to permit the patrons to order by telephone some of the best values in the stores, resulting in a disappointment to those customers, many of whom might have, at great personal inconvenience, come to this city in order to be on time to secure some of these advertised goods.

Be sure to put Willimantic Dollar Day, Saturday, June 25th, on your calendar. Come early for the bargains that will be placed on the counters of the merchants on Dollar Day morning. Every merchant will have an adequate force of obliging clerks, ready to aid you in securing the articles you desire, and to see that your wants are filled.

Let your friends in surrounding towns and cities know about Willimantic Dollar Day, and plan to come to Willimantic with them on that day.

Saturday, June 25th, is the day, be sure to come — you'll never regret it when you see the bargains offered you for purchase.

Following is a List of the Live Merchants and Business Houses of Willimantic That Will Offer Special Dollar Day Values

ALFORD & SON, G. H.	HICKEY & CO., J. J.	POTTER, W. N.
AMES MOTOR CO., THE	HOLMES, A. B.	REMINGTON CO., H. E., THE
ASHTON, JOHN T.	HURTEAU-BOSSE CORP., THE	REX RESTAURANT, THE
ASTMANN, JOSEPH	JORDAN HARDWARE CO., THE	RHODE ISLAND TEXTILE CO.,
BARBIER-LAMEROUX	JORDAN AUTO CO., THE	ROCKVILLE-WILLIMANTIC
BOWMAN, JOHN	KATRY, JOHN	LIGHTING CO., THE
BRICK & SULLIVAN	LAVALLIE & CO., J. W.	ROTHBLAT, H.
BUTLEMAN, A.	LEONARD BROS. GARAGE	ROSEN, WOLFE
CARR CO., J. F., THE	LINCOLN CO., J. C., THE	SMITH-KEON
CARTIER, THE DRUGGIST	LINCOLN, FRANK M.	STANDISH, H. W.
CHASEN, M.	LOMBARDO, FRANK P.	STANTON, DOLLY B.
CHURCH-REED CO., THE	MAC'S UNITED CIGAR STORE	SURPRISE STORE, THE
COTTER, E. J.	MARTINEAU, A. J.	THREAD CITY CANDY
CURRAN & FLYNN	MEUNIER & LARAME	KITCHEN, THE
DE VILLERS, CHARLES	MILL OUTLET STORES CO.	TRACY, J. C.
DINNEEN'S STUDIO	MODERN SHOE STORE, THE	TRIPP, CARL W.
DOYLE & MURPHY CO.	MURRAY CO., H. C., THE	TRUDEAU, H. A.
DUCHESNEAU, LOUISE	NEW IDEA SHOE STORE, THE	UNION SHOE CO., THE
DUNN, D. P.	NEW YORK LUNCH, THE	UNITED TALKING MACHINE
FULLERTON & CO., J. B.	OLIN, L. R.	CO.
GALLIGAN, R. C.	PALMER'S SHOW CARD SHOP	VOGUE SHOP, THE
GLUSKIN, A.	PARKER-ELLIOTT COAL CO.,	WARD BROS.
HALLOCK, B. C.	PASNIK CO.	WHITMORE, EDWARD F.
HARRIS, JAMES	POPULAR LUNCH, THE	WILLIMANTIC ART STORE
		WILSON DRUG CO., THE
		WINDHAM BATTERY CO., THE
		WOOD'S CAFETERIA, THE
		YOUNG, E. M.